RJ REYNOLDS
TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Rich:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	1
Ult Light 100	12300-25185	1
Lt Box 100	12300-25189	1
FF Box 100	12300-25188	1

DISPLAY DETAIL (#540971)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

PO #032398

Product / Display Arrival:	**March 23, 1998**
Ship Date to Retail:	**Week of: April 6, 1998**
SKU CUBE :	**0.4670**
SKU WT (w/o Product):	**1.0600 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$252.53**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR APR B1G1F'

51845 8189

Source: https://www.industrydocuments.ucsf.edu/docs/zkmy0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE:
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$19.60 (1.4 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162605
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

APDB1G1F.DOC

51845 8190

Source: https://www.industrydocuments.ucsf.edu/docs/zkmy0000

WHOLESALER PACKING INSTRUCTIONS

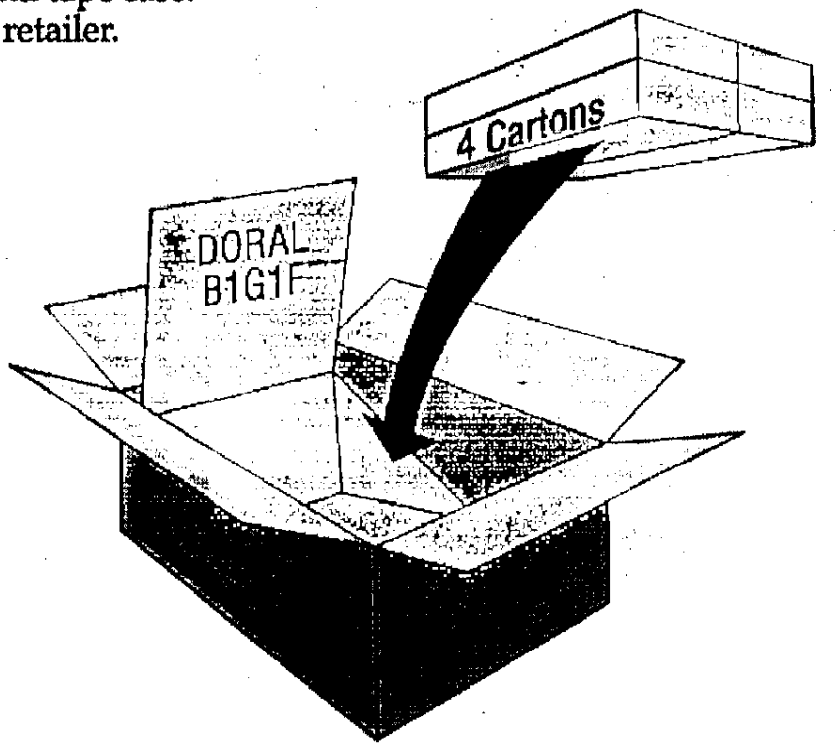
VALUE ADDED PROMOTIONS 2ND QTR.'98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540971
Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

51845 8191

Source: https://www.industrydocuments.ucsf.edu/docs/zkmy0000

DORAL

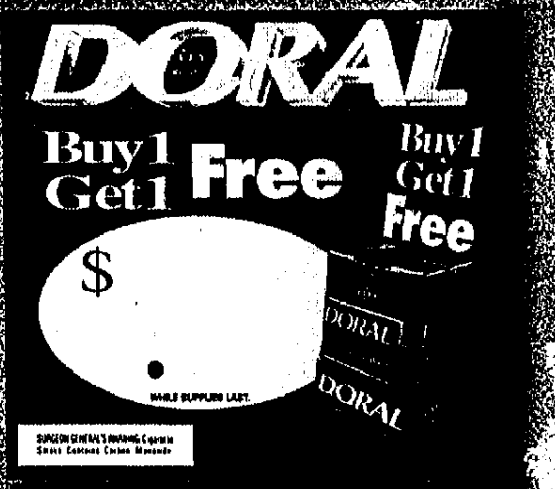
April Brings A Deal With This Buy 1-Get 1 Free Promotion!

Value and quality is what your customers want. What better way to give them their favorite styles of Doral than a Buy 1-Get 1 Free Promotion.

This promotion comes in 2-pack sleeves that are pre-packaged in a 20-unit display. Easily stocked and refilled. All you do is set it up.

2-Pack Sleeve

Paster



Counter Display

Along with the 20-unit Display comes a Doral Paster. These pieces work together to call attention to your money-saving promotion. Paster is 11.5" x 10" for easy placement. The display is a perfect fit for even the smallest of counter spaces.

Details

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer: Buy 1 pack of Doral, get 1 pack free

51845 8192

©1998 R.J. REYNOLDS TOBACCO CO.

Source: https://www.industrydocuments.ucsf.edu/docs/zkmy0000

5N55B2 WORKPLAN VAP TEMPLATE LISTING PAGE: 1
DATE: 98-03-05
TIME: 03:21 PM

WHOLESALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>
TEMPLATE : 800219 80400 DOR APR B1G1F
TEMPLATE SEQ : 0046
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	1				(716)243-2436
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607)796-9208
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	2				(716)394-4490
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1				(607)739-5401
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869	1				(607)594-3846
162605	162228	731970	QUALITY BEVERAGE	1137 MAPLE AVE	ELMIRA	NY	14904	1				(607)734-2379
162605	162225	595846	POPPERS	110 VICTORY HWY	PAINTED POST	NY	14870	3				(607)936-0266
162605	162228	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1				(607)739-1948
162605		763557	LINDA'S CITGO	ROUTE 14	MONTOUR FALLS	NY	14865	1				(607)535-4165
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	1				(315)597-6300
162605	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	1				(315)548-5046
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607)732-1275
162605	162228	651484	JEFF'S MOBIL	639 W. CHURCH ST.	ELMIRA	NY	14905	1				(607)732-4522
162605	162228	752764	J&L DAIRY	455 ITHACA ROAD	HORSEHEADS	NY	14845	1				(607)739-2731
162605	162228	762547	CAESARS	2077 LAKE RD	ELMIRA HEIGHTS	NY	14903	1				(607)734-2419
162605	162228	708676	CAESAR'S SOUTHTOWN	SOUTHTOWN PLAZA-C	ELMIRA	NY	14904	3				(607)734-4296
162605		586474	POINT BEVERAGE	804 LAKE ST	ELMIRA	NY	14901	1				(607)737-6338
162605	162225	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	2	NYS			(607)936-4552
162605	162225	764298	MAPHIS EGGLAND	CATHERINE RD	ODESSA	NY	14869	1	NYS			(607)594-3688
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	1	NYS			(607)535-7515
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	1	NYS			(607)739-8958
162605	162225	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	1	NYS	0990-0000		(607)962-7675
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	2				(607)324-1560

PAGE BREAK TOTAL ACCOUNTS 23 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 30

51845 8193

Source: https://www.industrydocuments.ucsf.edu/docs/zkmy0000